1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

File Copy 9/26/55

january

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

february

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

march

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

april

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

may

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

june

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

july

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

august

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

september

S	M	T	W	T	F	S
					1	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

WEEK OF

october

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

november

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

december

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

1956

january

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

february

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

march

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

april

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, SEPTEMBER 26, 1955

Sept. 26 — YOM KIPPUR--Jewish Day of Atonement (Monday).

Tuesday Sept. 27 10:00 A.M. Breakfast — RE-DESIGNED BASEMENT HOUSEWARES DEPARTMENTS — MACY'S NEW YORK — 13TH FLOOR EXEC.DINING ROOM

Macy's will preview new items from Gourmet Shop; accessories for home from gift shop; and highlights from "Gadget Bar". By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.

Tuesday Sept. 27- Sept. 30 10:00 A.M.- 5:00 P.M. — OPEN HOUSE EXHIBIT: SILKS AND COTTONS — A. P. SILK CO., INC. — 1412 BROADWAY SHOWROOM - 15TH FLOOR

"Oriental Express"--an exhibit of Japanese and Hawaiian silks and cottons. Press preview, Tues., Sept. 27. Contact: Countess Denise Dolfin, LO. 4-3335. Publicity: Ken Williams, JU. 6-8217.

Tuesday Sept. 27 10:30 A.M. — PREVIEW TO MEET PARIS DESIGNER — DELMAN — DELMAN SALON 754 FIFTH AVENUE

The press will be invited to meet Roger Vivier, Delman's Paris designer, with a showing of his advance shoe fashions. Also, a showing of shoes from Delman-Christian Dior, Paris. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Tuesday Sept. 27 11:30 A.M. — PRESS PREVIEW OF FUR FASHIONS — BERGDORF GOODMAN — 4TH FLOOR

Bergdorf Goodman will invite the press to preview their Fall and Winter fur fashions. By invitation. Publicity: Florence Neff, PL. 3-7300.

Tuesday Sept. 27 12:30 P.M. Luncheon — FALL FASHIONS AT LUNCHEON SHOW — ABE SCHRADER — WALDORF-ASTORIA STARLIGHT ROOF

Fall fashions designed by Belle Saunders for Abe Schrader, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Abe Schrader Publicity: Betty Yarmon, LO.4-9194. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.

Tuesday Sept. 27 12:30 P.M. Luncheon — FALL & WINTER FASHIONS AT LUNCHEON — PAULINE TRIGERE — HOTEL AMBASSADOR BALLROOM

"Fashion Show of the Month"--fashions by Pauline Trigere, available at Lord & Taylor, in Hotel Ambassador's series of monthly luncheon fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.

Tuesday Sept. 27 1:00 P.M. — PRESS PREVIEW OF CRUISE COLLECTION — RICHARD COLE, INC. — 498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

"East and West"--preview of Cruise, Resort and early Spring afternoon and cocktail dresses, designed by Alan Phillips. Daily at 1:00 P.M. Contact: Ken Williams, 124 W. 55th St., JU. 6-8217.

COPYRIGHT, 1955, BY FASHION CALENDAR.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 27 3:30 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION	ROXANNE (1407 BROADWAY)	SAVOY PLAZA HOTEL SAVOY ROOM
	Roxanne will present to the press their 1956 collection of swimsuits. Showing at 4:00 P.M. By invitation. Contact: Marion Cherry, MU. 2-7025.		
Tuesday Sept. 27 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF MEN'S WARDROBE FOR FALL	ASSOC. MERCHANDISING CORP. (A.M.C.)	PRINCE GOURIELLI APT. 625 PARK AVENUE
	The Associated Merchandising Corp. will present the first complete fashion wardrobe for men by Savini of Brioni in Rome. By invitation only. Publicity: Gino di Grandi, 681 Fifth Ave., PL. 3-4216.		
Tuesday Sept. 27 5:00 P.M.	PREVIEW: COUTURE AND BOUTIQUE COLLECTIONS	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
	Preview of Jane Derby's Resort couture and boutique fashions. By invitation only. Trade showings, Sept. 28, 30; Oct. 4, 6, at 10:30 A.M. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday Sept. 27 6:30 P.M.- 8:30 P.M.	FIFTEENTH FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET
	First session: "Fashion Background". Speakers: Helen F. Keane, NYU School of Retailing; Virginia Pope, chmn. Scholarship Comm.; Lorein Eyerly, Ohrbach's; Paul Honig, Anglo Fabrics. Prices: $16.00 for course; $2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.		
Tuesday Sept. 27	OPENING OF CRUISE COLLECTIONS	COUNTY CALICOS; JAMAICA HOUSE; GIOVAGNONI	ELLEN LOCKWOOD 1410 B'WAY-19TH FL.
	County Calicos--accessories and separates designed and made by Claire Smith; Jamaica House--shoes, accessories and separates; Giovagnoni--sweaters; Daffy-Domer--pixie hats and bags. Contact: Ellen Lockwood, WI. 7-6122.		
Wednesday Sept. 28 9:30 A.M. Coffee	PRESS PREVIEW OF RESORT COLLECTION	SAMUEL ROBERT	1407 BROADWAY SHOWROOM - 38TH FLOOR
	Samuel Robert will preview his Resort collection of leather costumes. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday Sept. 28 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER COLLECTION	CARRIE MUNN	6 WEST 57TH STREET SALON
	Carrie Munn will preview her custom-order collection for Fall and Winter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning Wednesday Sept. 28 11:30 A.M.	OPENING OF HOLIDAY AND RESORT DRESS COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Showing daily at 11:30 A.M. of Abe Schrader's Holiday and Resort collection. Publicity: Betty Yarmon, LO. 4-9194.		
Wednesday Sept. 28 12:30 P.M. Luncheon	PREVIEW OF FALL READY-TO-WEAR FASHIONS	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
	Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret deMille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 28 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON	TOWN & TRAVEL OF THE WALDORF	WALDORF-ASTORIA EMPIRE ROOM
	Showing of Fall fashions by the Town & Travel Shop. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Beginning Wednesday Sept. 28 1:00 P.M.	OPENING OF HOLIDAY AND RESORT COLLECTION	ELFREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Premiere of Holiday and Resort collection, designed by Elgee Bové, at 1:00 P.M. daily. Contact: CH. 4-2659. Publ: Ken R. Williams, JU.6-8217.		
Wednesday Sept. 28 1:15 P.M.	OPENING OF RESORT COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Oleg Cassini's Resort collection at 1:15 P.M., Sept. 28, 29, 30; Oct. 4, 5, 6, 11, 12, 13. By appointment. Contact: Dorothy Lambert, BR. 9-5986.		
Wednesday Sept. 28 2:30 P.M.	OPENING OF RESORT COLLECTION	DAVID LEVINE & CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Opening of David Levine's Resort, Holiday and early Spring collection. Daily at 2:30 P.M. Contact: Miss Fritzi, LA. 4-0237.		
Wednesday Sept. 28 3:00 P.M.	IRENE OF CALIFORNIA-- FALL & WINTER COLLECTION	GUNTHER JAECKEL	3RD FLOOR FASHION SALON
	Gunther Jaeckel will preview Irene of California's Fall and Winter collection. By invitation only. Publicity: Carole Paley, PL. 5-7000.		
Wednesday Sept. 28 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION	FLEXEES OF N.Y.; CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Flexees of New York and Caltex of California will preview their Cruise and Summer swimsuits, with showing at 4:30 P.M. (Caltex preview was originally scheduled for Sept. 21). By invitation only. Contact: Joan Blumberg, MU. 9-2100.		
Thursday Sept. 29 9:30 A.M. Coffee	PREVIEW OF FASHIONS FOR FULLER FIGURES	LANE BRYANT	10TH FLOOR
	Press preview of the Herbert Levy collection of Autumn through Winter fashions for the fuller figure. By invitation. Public showings October 3 and 4, 10:30-12:00 and 2:00-5:00. Contact: Paula Miller, LE. 2-0200.		
Thursday Sept. 29 10:30 A.M.	PRESS PREVIEW: HOLIDAY AND RESORT COLLECTION	MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvan Rich will preview his Holiday, Resort and early Spring collection. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.		
Thursday Sept. 29 12:00 Noon Luncheon	FABRICS LUNCHEON-- SPRING AND SUMMER	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON ASTOR HOTEL GRAND BALLROOM
	Speaker: Russell Carpenter, Jr., I. Magnin & Co. Commentator and Chairman: Margaret Ingersoll, "Vogue". Co-Chmn.: Vesta Shaffer, Arkwright. Exhibit and staging: Walter Hazeltine. Prices: $5.50 for members; $6.50 for guests. Exhibit--10:00 A.M. to 4:00 P.M.; persons without luncheon tickets: $1.00 at door; coffee served. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 29 12:30 P.M. Luncheon	"FOOTLIGHT-FANCY FASHIONS" SHOW	A.N.T.A.; AND "AFTER SIX" FORMALS	SARDI'S 234 WEST 44TH STREET
	A.N.T.A., in conjunction with "After Six" Formals, will present top Broadway stars modeling evening fashions of the theatre, past and present. Commentator: Hiram Sherman. By invitation for fashion, theatre and society editors. Contact: Terry Seymour, MU. 8-1770.		
Thursday Sept. 29 1:00 P.M. Luncheon	SWEATER FASHIONS AT LUNCHEON SHOW	KORRIGAN LESUR	HOTEL PLAZA PERSIAN ROOM
	Korrigan Lesur of Paris will present Fall and Winter sweaters, available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Korrigan Lesur Publicity: Eleanor Lambert, MU. 8-2130. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Sept. 29 1:00 P.M.	OPENING OF RESORT COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showing of Talmack's Resort collection, designed by John Moore, on Sept.30,. Oct. 4, 5, 6, 11, 12, 13. By appointment. Contact: Mr. Revel, BR. 9-1195.		
Thursday Sept. 29 2:30 P.M. Cocktails	PREVIEW: RESORT AND SPRING DRESS COLLECTION	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and resident buyers, by invitation only. Daily trade showings at 10:30 A.M., beginning Monday, Oct. 3. Publicity: Terry Mayer, BR.9-6560.		
Sept. 29- Oct. 8	HOME FASHION TIME. Contact: National Home Fashions League, 141 E. 44th St., MU. 7-8122.		
Friday Sept. 30 9:00 A.M. Breakfast	PRESS PREVIEW: 1956 BEACH FASHIONS	COLE OF CALIFORNIA	HOTEL PIERRE COTILLION ROOM
	Cole of California's 1956 collection of beach fashions for misses, juniors and children. Showing at 9:30 A.M. By invitation only. Publicity: Margot Mallary, 2615 Fruitland Ave., Los Angeles, California.		
Friday Sept. 30 2:30 P.M. Cocktails	RESORT AND SPRING SEPARATES COLLECTION	HAYMAKER SEPARATES	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation only to press and resident buyers. Trade beginning Monday, Oct. 3, by appointment. Publicity: Terry Mayer, BR. 9-6560.		
Beginning Monday Oct. 3 10:30 A.M.	OPENING OF RESORT COLLECTION	PIERRE BALMAIN, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Showing of Pierre Balmain's American Resort collection at 10:30 A.M. daily. Contact: CH. 4-2659. Publicity: Ken Williams, JU. 6-8217.		
Monday Oct. 3 12:00 Noon	PREVIEW OF RESORT COLLECTION BY ESTEVEZ	GRENELLE LTD.	550 SEVENTH AVENUE SHOWROOM
	By invitation. Trade thereafter at 12:00 Noon. Contact: LO. 4-5820.		
Monday Oct. 3 1:00 P.M. Luncheon	FALL AND WINTER FURS AT LUNCHEON	REVILLON FRERES	HOTEL PLAZA PERSIAN ROOM
	Revillon Freres will present Fall and Winter furs during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Revillon Publicity: William Paige, PL. 9-5504. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 3 2:30 P.M.	PREVIEW OF RESORT DRESS COLLECTION	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Jerry Parnis will preview her Resort dress collection. By invitation. Daily thereafter at 2:30 P.M. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday Oct. 3 4:00 P.M. Cocktails	PRESS PREVIEW OF RESORT COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Hannah Troy will invite the press to preview her Resort collection. By invitation only. Trade thereafter at 1:00 P.M. daily. Publicity: Gladys Steiner, MU. 9-1630.		
Beginning Monday Oct. 3	"REEL POISE" RESORT & CRUISE COLLECTION	BESTLYNE CO.	1410 BROADWAY SHOWROOM - 29TH FLOOR
	Bestlyne will show their Resort and Cruise collection of "Reel Poise" bathing suits, beachwear and separates, designed by Jean Novick, including a group of exclusive prints. By appointment. Publicity: Ann R. Silver Associates, 551 Fifth Avenue, MU. 7-8654.		
Beginning Monday Oct. 3	SHOWING OF RESORT & SUMMER SWIMSUITS	SEA NYMPH	1410 BROADWAY SHOWROOM - 17TH FLOOR
	Sea Nymph's Resort and Summer collection of swimsuits, including a special Sarong group. By appointment only. Publicity: Helen Rothman, WI.7-6700.		
Beginning Monday Oct. 3	OPENING OF JUNIOR CRUISE COLLECTION	HELEN WHITING	1407 BROADWAY SHOWROOM - 31ST FLOOR
	"Round the World Juniors"--junior dress collection for Cruise and early Spring, designed by Miss Frances. Continuous daily. Contact: Ken Williams, JU. 6-8217.		
Monday Oct. 3	CRUISE AND RESORT SPORTSWEAR FASHIONS	TUDOR SQUARE, INC.	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	"Music for the Nostalgic Traveler"--showing of skirts and sportswear, designed by Ruth Ramos. Press preview Monday, Oct. 3 with continuous daily showings thereafter. Contact: Ken Williams, JU. 6-8217.		
Tuesday Oct. 4 10:00 A.M.	PRESS PREVIEW OF RESORT COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
	Christian Dior-New York will preview their Resort collection. Trade showings at 2:30 P.M., Oct. 4, 6, 11, 12, 14. By invitation only. Contact: PL. 7-2024.		

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

TUESDAY, OCT. 4		
Adler & Adler, Inc.	10:30 A.M.	550 7th, BR. 9-9600
Kane-Weill	10:30 A.M.	498 7th, LO. 5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7th, LA. 4-9724
WEDNESDAY, OCT. 5		
Davidow	10:30 A.M.	550 7th, PE. 6-6909
David M. Goodstein, Inc.	10:30 A.M.	498 7th, LA. 4-2577
THURSDAY, OCT. 6		
Zoltan Rosenberg Co.	2:30 P.M.	550 7th, LA. 4-6691

Contact individual manufacturers.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 4 11:00 A.M.	SHOWING: HOLIDAY & CRUISE COLLECTION	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Preview for press and buyers of Holiday and Cruise collection, designed by Seymour Fox, on Oct. 4 only. By invitation. Publ.: Sally McKay, LO. 4-3246.		
Tuesday Oct. 4 12:00 Noon	PREVIEW: DOROTHY COX RESORT COLLECTION	TANNER OF NORTH CAROLINA	HOTEL YORK SUITE 609
	"The Sun-Tanner"--Dorothy Cox will preview her Cruise and Resort collection for Tanner of North Carolina to the press. By invitation. Daily thereafter at 12:00 Noon. Contact: CH. 4-2050. Publ.: Ken R. Williams, JU. 6-8217.		
Tuesday Oct. 4 12:30 P.M. Luncheon	BOUTIQUE FASHIONS DURING LUNCHEON	ZITA, INC. (781 MADISON AVE.)	WALDORF-ASTORIA EMPIRE ROOM
	Zita will present her Fall and Winter boutique fashions at luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Contact: RE. 4-0101. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.		
Tuesday Oct. 4 1:00 P.M.	PREVIEW OF RESORT DRESS COLLECTION	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Preview of the William Fox Resort dress collection. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.		
Tuesday Oct. 4 2:30 P.M.	OPENING OF RESORT COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Pauline Trigere's collection will be shown at 2:30 P.M. on Oct. 4, 5, 6, 7, 11, 13. By reservation only. Contact: LO. 3-1600.		
Beginning Tuesday Oct. 4 2:30 P.M.	OPENING OF RESORT COLLECTION	CLAIRE McCARDELL (TOWNLEY FROCKS, INC.)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Claire McCardell's Resort collection at 2:30 P.M. daily. By reservation. Contact: LO. 4-2155.		
Tuesday Oct. 4 3:30 P.M.-6:30 P.M. Champagne	MEN'S HATS AT INFORMAL SHOWING	HAT CORPORATION OF AMERICA	CAVANAGH HATS 247 PARK AVENUE
	New colors and shapes in men's hats will be presented at an informal showing. By invitation only. Contact: Ray Josephs, Publicity Consultants, PL. 5-2200.		
Tuesday Oct. 4 4:00 P.M.	OPENING OF RESORT AND SPRING COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Opening of Harmay's Resort and Spring collection of costumes, suits and dresses. Daily at 4:00 P.M. By reservation only. Publicity: Pauline Greene, MU. 3-1150 or PE. 6-5547.		
Tuesday Oct. 4 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
	Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers designated by a jury of seventy fashion editors. Ceremony and fashion show. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.		
Wednesday Oct. 5 9:00 A.M. Breakfast	PREVIEW: CRUISE AND SPRING-SUMMER COLLECTIONS	GEORGIA KAY OF CALIFORNIA (1407 B'WAY)	1407 CLUB 1407 BROADWAY
	Highlights of Georgia Kay's Cruise and Spring-Summer collections to press and resident buyers. By invitation. Publicity: Gloria Gelfand, WI. 7-0286.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 5 9:00 A.M. Coffee	PRESS PREVIEW OF BED & BATH LINENS	JAMES McCUTCHEON & CO.	FIRST FLOOR
	"Color, Inc."--showing of new bath and bed linens. By invitation only. Public opening, Monday, Oct. 10. Publicity: Kathryn Grimes, EL. 5-1000.		
Wednesday Oct. 5 9:00 A.M. Breakfast	HOLIDAY AND WINTER MILLINERY FASHIONS	MILLINERY STABILIZATION COMMISSION	HOTEL SHERATON-ASTOR BELVERDERE ROOM
	Hat fashions for Holiday and Winter will be presented to buyers, retailers and press. By invitation. Contact: LO. 4-7800.		
Wednesday Oct. 5 12:00 Noon Luncheon	PREVIEW: SPORTSWEAR AND OUTERWEAR FOR MEN & BOYS	WALDES KOHINOOR, INC. (LONG ISLAND CITY)	HOTEL PLAZA GRAND BALLROOM
	Waldes Kohinoor will present its seventh annual collection of sportswear and outerwear for men and boys to the press, apparel manufacturers and retailers. Speaker: Ralph D. Schneider, Broadstreet's. Commentator: Louanne Barberie, Waldes fashion coordinator. By invitation only. Publicity: Leonard Kirsch, EX. 2-3100.		
Wednesday Oct. 5 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
	Else Fritz will present American and European designer fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday Oct. 5 12:30 P.M. Luncheon	FALL FASHIONS BY BEN GERSHEL	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
	Altman will present Fall fashions by Ben Gershel. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman Publicity: Eleanor Horton, MU. 9-7000. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.		
Wednesday Oct. 5 2:30 P.M.	PRESS PREVIEW: RESORT COLLECTION BY BRIGANCE	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Brigance's Resort collection of bathing suits, beachwear, playclothes and separates; and dresses for Resort and Spring. By invitation. Daily trade showing at 2:30 P.M. from October 6. Contact: Julie Isles, LO. 3-1534.		
Beginning Wednesday Oct. 5 2:30 P.M.	HOLIDAY COLLECTION BY CEIL CHAPMAN	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Ceil Chapman will present her Holiday and Resort collection at 2:30 P.M. daily. By invitation. Publicity: Alto Schifrine, IA. 4-5800.		
Wednesday Oct. 5 4:00 P.M. Cocktails	PREVIEW: RESORT LINE BY GRETA PLATTRY	PLATTRY COUNTRY WEAR (498 7TH AVE.)	HOTEL AMBASSADOR BALLROOM
	Press preview of Greta Plattry's collection of Cruise and Resort sportswear. (Note Change of Place & Time). By invitation only. Continuous daily thereafter in their showroom. Publ: Margaret Hodge, BR. 9-2643.		
Wednesday Oct. 5 4:00 P.M.	PRESS SHOWING OF RESORT COLLECTION	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Samuel Winston will present his Resort collection, designed by Roxanne. By invitation only. Daily trade showings at 4:00 P.M. beginning October 4. Publicity: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 6 9:00 A.M. Breakfast	PREVIEW OF SPRING AND SUMMER COLLECTION	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
	Preview of sunclothers by White Stag for men, women, the "Little Doe" children's collection: and introducing a new line of sub-teen fashions. By invitation only to press and buying offices. Contact: Claire De Kupsa. Publicity: Barbara McGinniss, BR. 9-1974.		
Thursday Oct. 6 12:00 Noon Luncheon	PREVIEW OF RESORT COLLECTION	HEATHERLANE, INC.	1385 BROADWAY SHOWROOM - 2ND FLOOR
	"The Orient Line", designed by Melba Hobson. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Thursday Oct. 6 1:00 P.M. Luncheon	FURS AND IMPORTS AT LUNCHEON SHOW	GUNTHER JAECKEL	HOTEL PLAZA PERSIAN ROOM
	"Kaleidoscope in Color"--Gunther Jaeckel's Fall and Winter furs, including imports. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Oct. 6 2:30 P.M.	OPENING OF RESORT & SPRING COLLECTION	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Clare Potter's Resort and Spring collection at 2:30 on Oct. 6 and 7, also Oct. 10 - 14. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.		
Thursday Oct. 6 4:00 P.M.	PREVIEW OF CRUISE COLLECTION	TINA LESER, INC.	23 WEST 57TH STREET SHOWROOM
	Tine Leser will present her Cruise collection to press and trade. By invitation. Trade showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: EL. 5-5540.		
Thursday Oct. 6 4:00 P.M. Cocktails	PREVIEW: RESORT & SPRING SUITS	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and resident buyers, by invitation only. Trade thereafter at 10:00 A.M. Publicity: Terry Mayer, BR. 9-6560.		
Friday Oct. 7 9:15 A.M. Breakfast	PREVIEW OF PARIS IMPORTS AND COPIES	STERN BROTHERS-- NEW YORK	3RD FLOOR BETTER DRESS DEPT.
	Stern Brothers will invite the newspaper and magazine editors to preview French originals and American copies. By invitation. Publicity: Hilda Sachs, Robinson-Hannagan, 420 Lexington Ave., OR. 9-2100.		
Friday Oct. 7 11:00 A.M.	PREVIEW OF RESORT AND SPRING COLLECTION	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of the Resort and Spring collection by B. H. Wragge. Trade showings at 10:30 A.M. on Oct. 10, 11, 13, 17, 19. By invitation only. Contact: Marian C. Mitchell, WI. 7-4968.		
Friday Oct. 7 12:00 Noon Luncheon	PREVIEW OF CRUISE COLLECTION	NELLY de GRAB (533 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
	Nelly de Grab will preview the Cruise collection of separates, dresses, playclothes and coordinates. By invitation only. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 10 4:00 P.M.- 6:30 P.M. Cocktails	PREVIEW: SHIRTS FOR RESORT AND SPRING	C. F. HATHAWAY CO. (112 EAST 40TH ST.)	SAVOR PLAZA HOTEL LE CHATEAU - 11TH FL.
	"Digby Morton's Portraits of Spring"--Lady Hathaway shirts for Resort and Spring, exhibited with Hathaway early American portrait collection. Informal showing, 4:00-6:30 P.M. By invitation. Contact: Janet Laig, MU. 9-4157.		
Monday Oct. 10 8:30 P.M.	MEN'S MARKET WEEK-- FABRIC-STYLE SHOW	CLOTHING MANUFACTURERS ASS'N OF U.S.A.	HOTEL COMMODORE GRAND BALLROOM
	Opening of Spring-Summer men's market week with a fabric-style show. Entire presentation produced, staged and directed by the Johnson-Roth Associates. By invitation only. Contact: Paul Roth, SA. 2-5692. Publicity: Edward M. Meyers Assoc., AL. 4-4455.		
Tuesday Oct. 11 10:00 A.M.	OPENING OF CRUISE- INTO-SPRING COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	The Adele Simpson Cruise-into-Spring collection will be shown Tuesdays, Wednesdays and Thursdays at 10:00 A.M. By invitation and appointment only. Contact: Nancy Hambly, LA. 4-7626.		
Tuesday Oct. 11 11:00 A.M.	PREVIEW: BERNARD NEWMAN'S FALL FASHIONS	BERGDORF GOODMAN	4TH FLOOR
	Press preview of Bernard Newman's ready-to-wear originals for Fall and Winter. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Tuesday Oct. 11 12:30 P.M. Luncheon	FALL COATS & SUITS AT LUNCHEON SHOW	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
	Bonwit Teller will present Fall coats and suits by Monte-Sano and Pruzan. Press by invitation. Public by reservation; Contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Beginning Tuesday Oct. 11	OPENING OF HOLIDAY AND RESORT COLLECTION	DOREEN ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Doreen Originals will present their collection of blouses, skirts and coordinated separates daily at continuous showings. For appointment, contact: WI. 7-0064. Publicity: Donna Cannon, MU. 7-5447.		
Wednesday Oct. 12 12:15 P.M. Luncheon	SHOWING OF JUNIOR FASHIONS FOR FALL	KRESGE-NEWARK	7TH FLOOR THIMBLEBERRY ROOM
	Kresge-Newark will present junior fashions for Fall. Press invited. Open to public. Publicity: Rita Nagle, MItchell, 2-8000.		
Wednesday Oct. 12 12:30 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON	CHARLES GELATT, INC.	WALDORF-ASTORIA EMPIRE ROOM
	"Opulence"--Charles Gelatt's Fall and Winter custom and ready-to-wear fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Charles Gelatt Publicity: Betty Impellitteri Assoc., PL. 3-1170. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday Oct. 12 12:30 P.M. Luncheon	FALL FASHIONS BY LENTZ DIMINUTIVES	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
	Altman will present Fall fashions by Lentz Diminutives during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Altman Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 12 1:00 P.M. Luncheon	ELIZABETH ARDEN FASHIONS AT BENEFIT	AMERICAN WOMEN'S VOLUNTARY SERVICES	ST. REGIS ROOF ROOF
	Annual luncheon of the A.W.V.S. with a showing of Elizabeth Arden's ready-to-wear and custom-order fashions. Price: $7.00. Contact: Lillian Alter, A.W.V.S., 500 Park Avenue, PL. 3-4116.		
Thursday Oct. 13 1:00 P.M. Luncheon	FALL FASHIONS BY WILLIAM FOX	MILGRIM	HOTEL PLAZA TERRACE ROOM
	Milgrim will present Fall fashions by William Fox. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim Publicity: Rita Corey, CI. 7-7200. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.		
Thursday Oct. 13 3:30 P.M.- 6:00 P.M. Cocktails	SHIPBOARD SHOWING OF WOOL FASHIONS	THE WOOL BUREAU; HOLIDAY MAGAZINE	M.S. KUNGSHOLM PIER #97-W. 57TH ST.
	Showing of wool fashions for Resort wear, sponsored by The Wool Bureau, "Holiday" Magazine, and the Swedish American Lines. Showing at 4:30 P.M. By invitation only. Contact: Toni Robins, PL. 7-5092.		
Tuesday Oct. 18 4:00 P.M.- 6:00 P.M.	PREVIEW: MEN'S RESORT CLOTHES BY McGREGOR	DAVID D. DONIGER	21 CLUB 21 WEST 52ND STREET
	Press preview of the McGregor collection of men's sport clothes for Resort. wear. By invitation only. Contact: Robert Hinchman, PL. 5-2200.		
Wednesday Oct. 19 12:30 P.M. Luncheon	"DIAMONDS U.S.A." PRESS LUNCHEON	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PLAZA GRAND BALLROOM
	Awards will be made to jewelers for outstanding design in diamond jewelry at a press luncheon. Designs were selected from sketches submitted anonymously to a Selection Committee. Diamond pieces made according to award-winning designs will be shown. By invitation only. Publicity: Jean Shanley at N.W. Ayer, CI. 6-0200.		
Thursday Oct. 20 3:00 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS	ROSE MARIE REID (1407 BROADWAY)	HOTEL SHERATON-ASTOR GRAND BALLROOM
	Rose Marie Reid will preview her Resort and Summer swimsuit collection for misses and juniors. Show followed by cocktails. By invitation only to press and buyers. Publ: Jan Lovett at Rose Marie Reid, PE. 6-6275.		
Wednesday Oct. 26 9:00 A.M. Coffee	PRESS PREVIEW OF HOLIDAY TABLE SETTINGS	JAMES McCUTCHEON & CO.	FIRST FLOOR
	"Social Season-ing"--exclusive, novel and varied Holiday table settings. By invitation only. Publicity: Kathryn Grimes, EL. 5-1000.		
Beginning Monday Nov. 7	OPENING OF SPRING DRESS COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
	The following members of the FOGA will open their Spring collections:		
	LARRY ALDRICH CO., INC.	JACK HORWITZ ASSOC.	MARTIN SIMON, INC.
	BEN BARRACK, INC.	NAT KAPLAN, INC.	HERBERT SONDHEIM
	HARVEY BERIN LTD.	DAVID LEVINE CO.	FRANK STARR, INC.
	WILLIAM FOX, INC.	PAUL PARNES CORP.	SUZANNE-AUGUSTINE
	ED GERRICK, INC.	BEN REIG, INC.	HANNAH TROY, INC.
	A. GOODMAN & CO.	RUDOLF GOWNS	SAMUEL WINSTON, INC.
	GRABOIS		
	Contact: Leonard Gendler, FOGA Exec. Secy., 1440 Broadway, CH. 4-6945.		

MOVIES...MUSIC...THEATRE...OPERA...RODEO

Saturday Sept. 24 — PREMIERE: "SVENGALI" (Movie) TRANS-LUX 52ND ST. & LEXINGTON AVE. Hildegarde Neff, Donald Wolfit, Terrence Morgan will star in Daphne Du Maurier's novel. A George Minter Production released by MGM. Dir.: Noel Langley. Costumes: Beatrice Dawson. MGM Publicity: Frances Lane, JU. 2-2000.

Monday Sept. 26 — OPENING: "A DAY BY THE SEA" ANTA THEATRE, 245 WEST 52ND STREET Huntington Hartford and Stephen Mitchell will present Jessica Tandy, Hume Cronyn and Dennis King in a new comedy by N. C. Hunter, with Aline MacMahon, Halliwell Hobbes, Megs Jenkins. Director: Cedric Hardwicke. Production designed by Jay Krause. Publicity: Bill Doll, WI. 7-2386.

Monday Sept. 26 — OPENING: "FRED WARING" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST. Fred Waring and the Pennsylvanians will open for a four-week limited engagement with performances at 6:00 P.M. and 9:00 P.M. daily. Publicity: Bill Doll, WI. 7-2386.

Tuesday Sept. 27-Nov. 26 — OPENING: D'OYLY CARTE OPERA CO. SHUBERT THEATRE, 225 WEST 44TH STREET The D'Oyly Carte Opera Company will present 8 Gilbert & Sullivan operettas; Mikado, Trial by Jury, Pirates of Penzance, H.M.S. Pinafore, Iolanthe, Yeoman of the Guards, Ruddigore, Princess Ida. Publ.: Gerald Goode, VA. 6-2958.

Wednesday Sept. 28-Nov. 5 — MAURICE CHEVALIER IN PERSON LYCEUM THEATRE, 149 WEST 45TH STREET Gilbert Miller will present Maurice Chevalier in songs and impressions. Publicity: Dick Maney, CI. 7-4646.

Wednesday Sept. 28-Oct. 16 — OPENING: 30TH ANNUAL RODEO MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST. Roy Rogers and Dale Evans, with Trigger, will headline the 30th annual World Championship Rodeo. Prices: $1.50-$6.00. Publicity: Lillian Jenkins, CO. 5-6800.

Thursday Sept. 29 — OPENING: "A VIEW FROM THE BRIDGE" CORONET THEATRE, 230 WEST 49TH ST. Van Heflin and J. Carrol Naish will star in two one-act plays by Arthur Miller, presented by Hermit Bloomgarden and Whitehead-Stevens. Featuring: Eileen Heckart, Jack Warden, Russell Collins. Director: Martin Ritt. Settings: Boris Aronson. Costumes: Helene Pons. Lighting: Lee Watson. Publicity: James Proctor, VA. 6-5084.

Saturday Oct. 1 — OPENING: "THE YOUNG AND THE BEAUTIFUL" LONGACRE THEATRE, 220 W. 48TH Robert Ratnitz, in association with Lawrence Baker, will present the Sally Benson play based on four F. Scott Fitzgerald short stories. Featuring Lois Smith and Douglas Watson. Dir.: Marshall Jamison. Costumes: Motley. Settings & Lighting: Eldon Elder. Publ.: Richard Maney, CI. 7-4646.

Monday Oct. 3 — OPENING: "TIGER AT THE GATES" PLYMOUTH THEATRE, 236 WEST 45TH ST. The Playwrights' Co., in association with Henry M. Margolis, will present Michael Redgrave in the Robert L. Joseph production. Play by Jean Giraudoux, featuring Walter Fitzgerald and Leueen MacGrath. Director: Harold Clurman. Settings and costumes: Louden Sainthill. Publicity: Karl Bernstein, CI. 6-0427.

Thursday Oct. 6 — OPENING "THE WOODEN DISH" BOOTH THEATRE, 222 WEST 45TH STREET Louis Calhern, star and director of a new play by Edmund Morris, produced by Armand Deutsch. Featuring: Polly Rowles, James Westerfield, John Randolph, Edgar Stehli. Settings and lighting: Donald Oenslager. Costumes: John Boyt. Publicity: Frank Goodman, JU. 2-2746.